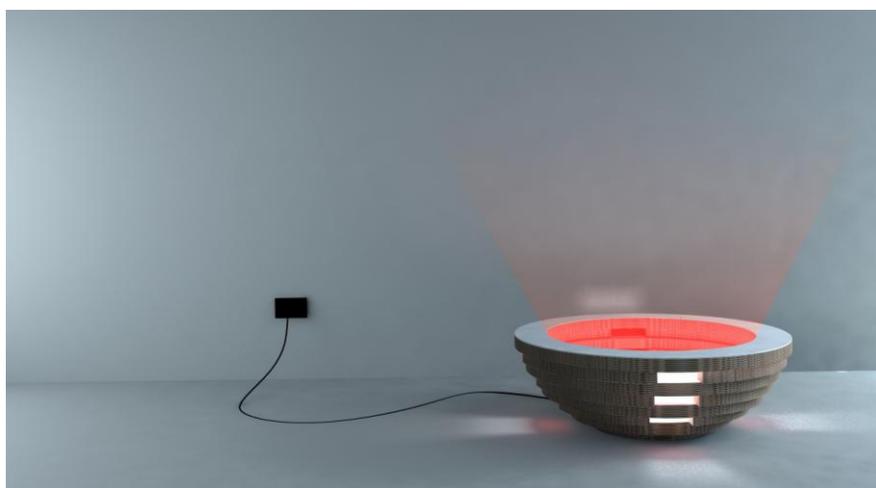


Change up! & Giorgio Caporaso
Design Week Milano 2012

Design and sustainability: a stimulating dimension where creativity can express new values



Tappo

April 2012 - Focus on sustainability at the event organized by Change up! for Fuori Salone 2012, at its Eco-Temporary Shops in Corso Garibaldi and Corso di Porta Romana.

At the Fivetonine sale point in Corso Garibaldi 42, besides the last works of STUDIO GIORGIO CAPORASO DESIGN, there will be a selection of brands combining ethics and aesthetic, in the pursuit of a new lifestyle oriented to sustainability.

Studio Giorgio Caporaso Design previews the latest furniture of the Ecodesign collection:

*The small table **Tappo**, with internal illumination available in cardboard, FSC-certified wood or bamboo; the versatile cardboard structure **Mattoni**, fitted and modular, suitable for most various uses, from houses to sale points, from offices to public places, ideal also for temporary spaces, shops, showrooms and offices; the new expositive and decorative system **More_Light**, available in cardboard besides its standard version, suitable for a vast range of custom-made graphics reproducing logos, textures and various surfaces.*

Finally, the Italian preview of the new armchair **2Onde**, a glamorous chaise longue in cardboard with lateral stands in FSC-certified wood.



Mattoni

«My design – says architect and designer Giorgio Caporaso – besides aiming at aesthetic, is intended to be modular and sustainable. My projects are also represent the experimentation and research on materials, durability and aesthetic qualities, since in my opinion a good sustainable product always needs to take material into account. I like the idea of adapting things instead of throwing them away. This is why my products can be disassembled and re-assembled creating “other” solutions ».



2Onde



More

Since 2007 Giorgio Caporaso has been experimenting with a line of furniture products that answer to the principles of sustainable design, by developing their aesthetic research and matching them with new materials, with easy and interchangeable solutions.

Products are intended for the domestic environment, work places and spaces for free time activities, and aim to the concepts of modularity, transformability and flexibility, with the purpose of optimizing their use and durability.

Contamination and separation: the systems of the "Caporaso Ecodesign" collection allow to match and combine different materials, taking care of environmental sustainability in terms of maintenance and disposal of the product in its final stage. All materials can indeed be disassembled and separately collected or recycled.

Answering to cultural changes, lying between tradition and future, the "More" system was awarded (1st prize) by BEDG during the international event "100% Design Futures 2008" in London.

His projects were published on various Italian and international architecture and design books and magazines and some of his works were exhibited in important fairs, exhibitions and trade fairs and were used in "green" setting and TV sets. He was awarded the "Selection of Honor" (Selezione d'Onore) prize at the 18th Gold Compass award and the Honourable Mention at the BIO 16th, the Biennial of Industrial Design of Ljubljana (www.caporasodesign.it).

At Fuori Salone 2012, Giorgio Caporaso designed for the VIDAS association a new reception with ecosustainable and fully recyclable materials. VIDAS association, that celebrates its 30 years in business, is hosted at the temporary shop in Corso Garibaldi, where it is distributing branded shopping bags with gadgets and brochures.



For the realization of products of the designer Giorgio Caporaso, a special thanks is addressed to the company Logics srl. Fara Gera d'Adda (BG).

Where: FivetoNine - Corso Garibaldi 42 Milano / Corso di Porta Romana (in front of the house 54)

When: from 17 to 22 April 2012

Time: from 10:00 to 20:00, Friday, April 20 until 24:00

Cocktail: Friday, April 20 from 19.00

For More information and images:

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